

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Consent Agreement		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Servicios Para Medios		02/10/2010	CORPORATION: SPAIN
RECEIVING PARTY DATA			
Name:	Advanta Solutions, LLC		
Street Address:	P.O. Box 4105		
City:	Palos Verses Peninsula		
State/Country:	CALIFORNIA		
Postal Code:	90274		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77713274	ADVANTA SOLUTIONS	
CORRESPONDENCE DATA			
Fax Number:	(212)661-8002		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2126618000		
Email:	info@lmiplaw.com		
Correspondent Name:	Donald C. Lucas of Lucas & Mercanti LLP		
Address Line 1:	475 Park Avenue South		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	PRO-TM-17-OPP		
NAME OF SUBMITTER:	Donald C. Lucas		
Signature:	/DCL/		
Date:	02/16/2010		

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Total Attachments: 4

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TRADEMARK REGISTRATION CONSENT AND CO-EXISTENCE AGREEMENT

MEMORANDUM OF AGREEMENT made this 10TH day of FEB. 2010, by and between SERVICIOS PARA MEDIOS DE PAGO, S.A. (hereinafter "Servicios Para Medios"), a company organized under the Laws of Spain, having an address of C/ Gustavo Fernandez Balbuena 15, 28002 Madrid, Spain, and ADVANTA SOLUTIONS, LLC (hereinafter "Advanta"), a limited liability company of California, having an address of P.O. Box 4105, Palos Verdes Peninsula, CA, 90274.

WHEREAS Servicios Para Medios has provided for many years, by itself and along with its affiliates, technological, communications and R&D solutions to the payments industry, including the manufacturing of magnetic identification cards and integrated circuit smart cards, and operating system for microprocessors for the operation of payment cards and certain related computer programming services.

WHEREAS Servicios Para Medios is the owner of the mark ADVANTIS and its respective U.S. Registration No. 3,582,458 for

- "Magnetic identification cards; integrated circuit smart cards incorporating microprocessors with financial applications or with identity registration and support" in Class 9, and for
- "services for the programming of computers for others, not related to fonts and type of letters; encoding integrated circuit smart cards with financial applications for credit/debit and/or owners money cards for multiple applications and applications for integrated circuit smart cards and magnetic registration supports" in Class 42.

WHEREAS, on April 14, 2009, Advanta filed an application with the United States Patent and Trademark Office, Serial No. 77/713,274, to register the trademark ADVANTA SOLUTIONS for "Technical consulting and assistance with the development and support of computer software systems; and design, creation, maintenance and hosting of websites and software applications for others" in Class 42 and /C

WHEREAS, on September 11, 2009, Servicios Para Medios has requested and obtained a thirty-day extension of time to oppose the registration of the trademark ADVANTA SOLUTIONS.

WHEREAS, each party, without admitting the validity of the position taken by the other party, wishes to resolve their differences without the need for further proceedings before the United States Patent and Trademark Office.

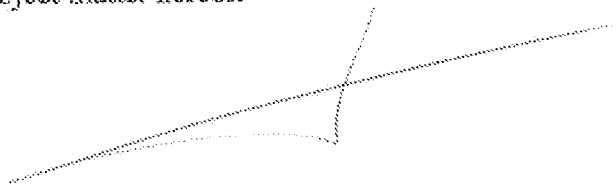
NOW, THEREFORE, for the mutual promises set forth herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties state and agree as follows:

1. Within ten (10) days of the effective date of this agreement, as set forth above, Advanta shall file with the United States Patent and Trademark Office, an amendment to the description of services of Application No. 77/713,274, to limit the current description of services as follows: "Technical consulting and assistance with the development and support of computer software systems; and design, creation, maintenance and hosting of websites and software applications for others, except for services for the programming of computers for others to encode and program operative systems for integrated circuit smart cards with financial applications for credit/debit and/or owners money cards for multiple applications and applications for integrated circuit smart cards and magnetic registration supports".
2. Advanta further agrees that it will not use, in any form or variation, nor seek to obtain or maintain state or federal trademark registrations, for the trademark ADVANTA SOLUTIONS, and any other trademark similar to the mark ADVANTIS, in connection with such good as "magnetic identification cards; integrated circuit smart cards incorporating microprocessors with financial applications or with identity registration and support", nor in connection with such services as "computer programming services for others, not related to fonts and type of letters; encoding integrated circuit smart cards with financial applications for credit/debit and/or owners money cards for multiple

applications and applications for integrated circuit smart cards and magnetic registration supports”.

3. Servicios Para Medios consents to and agrees not to object further to Advant’s use and registration of the trademark ADVANT SOLUTIONS in connection with “Technical consulting and assistance with the development and support of computer software systems; and design, creation, maintenance and hosting of websites and software applications for others, except for services for the programming of computers for others to encode and program operative systems for integrated circuit smart cards with financial applications for credit/debit and/or owners money cards for multiple applications and applications for integrated circuit smart cards and magnetic registration supports”.
4. Servicios Para Medios further agrees not to file a Notice of Opposition against the trademark ADVANTA SOLUTIONS in U.S. Appl. Ser. No. 77/713,274, on condition that Advanta provides Servicios Para Medios with written notification evidencing the amendment of the description of services, in accordance with paragraph 1 above. Such written notification shall be sent within thirty (30) days of the date of execution of this Agreement, but in any case no later than one hundred twenty (120) days from the first date of publication of U.S. Appl. Ser. No. 77/713,274.
5. The parties hereto agree that the terms and conditions of this agreement or any part hereof may only be amended in a writing executed by both of them.
6. This agreement contains the complete understandings of the parties in relation to the subject matter hereof.

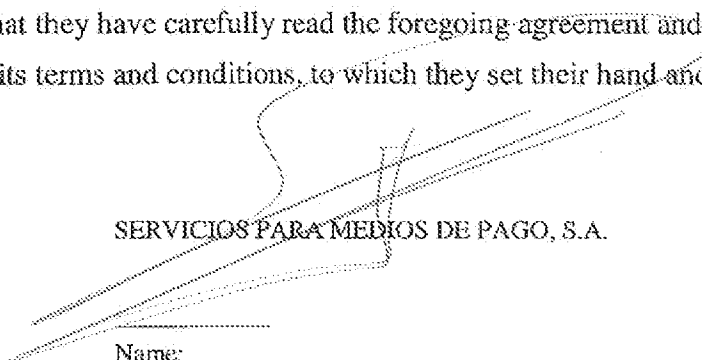
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7. If any of the terms of this agreement are held to be unlawful by a court of competent jurisdiction, such a finding shall in no way affect the remaining obligations of the parties hereunder.
8. This agreement shall be binding upon the parties and their successors and assignees and all others acting by, through, or with them, or under their direction or in privity with them.
9. The parties represent and warrant that they have the capacity and right to enter into this agreement.
10. This agreement shall be executed in duplicate, each of which shall be deemed an original, but both of which together shall constitute one and the same instrument.
11. This Agreement shall be construed and the relationship of the parties determined in accordance with the laws of the State of New York.

WHEREFORE, the parties state that they have carefully read the foregoing agreement and consent and agree to be bound by its terms and conditions, to which they set their hand and seal below:

Date: 10 Feb 2010


SERVICIOS PARA MEDIOS DE PAGO, S.A.

Name:

Position:

Date: 1-5-2010

ADVANTA SOLUTIONS, LLC


Name: Leon Chalnick

Position: president